**Media Contact:**

Name of contact

Organization or business

Email for contact

Phone number for contact

**FOR IMMEDIATE RELEASE**

**Headline Should Include a Compelling Summary of Main Information Found in Press Release**

*Subhead expands on main point identified in headline, typically in one sentence or phrase*

**NAME OF CITY (Month. Day, Year)** – The lead should describe the most important information included in the press release, such as the who, what, when, where and why of the announcement. Typically this is one to two sentences long.

“Include a quote from an executive within the organization or the subject of the press release,” said Name of Speaker, title of speaker.

**[Insert picture if applicable]**

*Include a brief caption naming the subject(s) of the photo and any attributions.*

The rest of the information should be included in the subsequent paragraphs in descending order from the most important information to the least.

***Social Media Posts:***

* **Facebook post:** Include a short status update about the release for anyone would use to repost news about the announcement you are making.
* **Tweet:** Include 140 character phrase about the release with a Bit.ly link to the release post

**Include a Boiler Plate here – this is the background information and facts about your company – here is our example:**

**About XXX COMPANY**

Clients across XXX depend on the combined resources of the XXX to deliver targeted public relations campaigns in markets around the Africa. With revenues of more than $110 million (U.S.D.), XXX is one of the world’s largest international public relations networks..

# # #